

FCC 398 Children's Television Programming Report

conf. # 109800

Report reflects information for the filing period ending: 06/30/2010

Call Sign	Channel Numbers	Community of License			
WMGM	40 (analog)	City	State	County	ZIP Code
	36 (digital)	WILDWOOD	NJ	CAPE MAY	08260
Licensee Name					
ACCESS.1 COMMUNICATIONS CORP.					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network NBC		Philadelphia	www.nbc40.net		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
6111	NONE		06/01/2007		

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c). 3 hours
3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673? Y
- (b) Identify publishers who were sent information in 3(a).

TV Guide, Tribune Media, Video Viewing, Healthy Advice

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1		Origination	
Turbo Dogs		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 10:00 am	12	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
"Turbo Dogs" is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.			
Total Times Aired	Number of Preemptions for other than Breaking News		Number of Preemptions Rescheduled
13	1		1
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule		Is the rescheduled date the second home?

06/05/2010 #TDO109	06/05/2010 @ 1:00 pm	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Analog Core Program #2		Origination	
Shelldon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 10:30 am	12	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

"Shelldon" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/05/2010 #SHL012	06/05/2010 @ 1:30 pm	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Analog Core Program #3		Origination	
3-2-1 Penguins!		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 11:00 am	12	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

"3-2-1 Penguins!" features two children, Jason and Michelle, whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an intergalactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/05/2010 #PEN213	06/05/2010 @ 2:00 pm	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y

Reason for Preemption	SPORTS
-----------------------	--------

Title of Analog Core Program #4		Origination	
Babar		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 11:30 am	12	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	1	1	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
06/05/2010 #BAR209	06/05/2010 @ 2:30 pm	N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		

Title of Analog Core Program #5		Origination	
Willa's Wild Life		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 12:00 noon	11	2	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
"Willa's Wild Life" is a new animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets ? an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	2	2	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
05/29/2010 #WIL008	05/29/2010 @ 9:00 am	Y	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		
Preemption #2			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	

06/26/2010 #WIL005	06/26/2010 @ 9:00 am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Analog Core Program #6		Origination	
Jane & the Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 12:30 pm	11	2	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Set in medieval times, "Jane and the Dragon" is an animated show based on Martin Baynton's best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	2	2
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
05/29/2010 #JAD204	05/29/2010 @ 9:30 am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	
Preemption #2		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/26/2010 #JAD208	06/26/2010 @ 9:30 am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.	3 hours
(b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?	Y
(c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. If No to 7(c), submit as an Exhibit a Statement of Explanation.	Y
8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.	0 hours
(b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.	0 hours
9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?	Y
(b) Identify publishers who were sent information in 9(a).	

TV Guide, Tribune Media, Video Viewing, Healthy Advice

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Digital Core Program #1		Origination	
Turbo Dogs		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 10:00 am	12		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
"Turbo Dogs" is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.			
Total Times Aired	Number of Preemptions for other than Breaking News		Number of Preemptions Rescheduled
13	1		1
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule		Is the rescheduled date the second home?
06/05/2010 #TD0109	06/05/2010 @ 1:00 pm		N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?			Y
Reason for Preemption	SPORTS		

Title of Digital Core Program #2		Origination	
Shelldon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 10:30 am	12		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
"Shelldon" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and			

solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/05/2010 #SHL012	06/05/2010 @ 1:30 pm	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #3		Origination	
3-2-1 Penguins!		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 11:00 am	12		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

"3-2-1 Penguins!" features two children, Jason and Michelle, whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an intergalactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/05/2010 #PEN213	06/05/2010 @ 2:00 pm	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #4		Origination	
Babar		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 11:30 am	12		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1

Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/05/2010 #BAR209	06/05/2010 @ 2:30 pm	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #5		Origination	
Willa's Wild Life		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 12:00 noon	11		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

"Willa's Wild Life" is a new animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets ? an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	2	2

Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
05/29/2010 #WIL008	05/29/2010 @ 9:00 am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Preemption #2		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/26/2010 #WIL005	06/26/2010 @ 9:00 am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #6		Origination	
Jane & the Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays @ 12:30 pm	11		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Set in medieval times, "Jane and the Dragon" is an animated show based on Martin Baynton's best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her

strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	2	2
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
05/29/2010 #JAD204	05/29/2010 @ 9:30 am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	
Preemption #2		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
06/26/2010 #JAD208	06/26/2010 @ 9:30 am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?
- If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

Y

Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

[There are no digital non-core program reports.]

Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]

Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1	Origination	
Turbo Dogs	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturdays @ 10:00 am	12	
Length of Program	Age of Target Audience	
	From	To
30 minutes	4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>"Turbo Dogs" is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork,</p>		

cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

Title of Planned Core Program #2		Origination	
Shelldon		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays @ 10:30 am		12	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>"Shelldon" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.</p>			

Title of Planned Core Program #3		Origination	
3-2-1 Penguins!		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays @ 11:00 am		12	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>"3-2-1 Penguins!" features two children, Jason and Michelle, whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an intergalactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.</p>			

Title of Planned Core Program #4		Origination	
Babar		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays @ 11:30 am		12	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.</p>			

Title of Planned Core Program #5		Origination	

Willa's Wild Life		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays @ 12:00 noon		12	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>"Willa's Wild Life" is a new animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets ? an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.</p>			

Title of Planned Core Program #6		Origination	
Jane & the Dragon		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturdays @ 12:30 pm		12	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Set in medieval times, "Jane and the Dragon" is an animated show based on Martin Baynton's best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.</p>			

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(11)(iii)?

Y

16. Identify the licensee's children's programming liaison.

Name		Telephone Number
Julie Mulhall		(609) 927-4440 x127
Address		E-mail Address
1601 New Rd.		nbc40.prog@sjrtv.com
City	State	ZIP Code
Linwood	NJ	08221

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. §73.671, NOTES 2 and 3.

THE MORE YOU KNOW WEBSITE "The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
Access.1 Communications Corp.	
Date	
07/09/2010	

FCC Form 398
March 2006



Children's Television Online Filing System

[FCC](#) > [Media Bureau](#) > [KidVid](#) > Confirmation

[site map](#)

Submission Confirmation

Confirmation Number 109800
 Call Sign WMGM
 Filing Quarter Date 06/30/2010
 Filing Date 07/09/2010

Please send comments via standard mail to the Federal Communications Commission, Consumer and Governmental Affairs Bureau, 445 12th Street, S.W., Washington, D.C., 20554. Questions can also be answered by calling the FCC's National Call Center, toll free, at 1-888-Call FCC (1-888-225-5322).

Federal Communications Commission
 445 12th Street SW
 Washington, DC 20554
[More FCC Contact Information...](#)

Phone: 1-888-CALL-FCC (1-888-225-5322)
 TTY: 1-888-TELL-FCC (1-888-835-5322)
 Fax: 1-866-418-0232
 E-mail: fccinfo@fcc.gov

- [Privacy Policy](#)
- [Website Policies & Notices](#)
- [Required Browser Plug-ins](#)
- [Freedom of Information Act](#)